

## **ABSTRACT OF THE DISCLOSURE**

The system enables an advertiser to target a message to a specific user based on a target profile. User profiles stored in the system are compared to the target profile in order to obtain a list of users to whom the targeted message should be served. The system then serves out the appropriate advertisements to those users when those users access the system or a branch of the system. A branch of the system may be a computer display or a cell phone or a computer kiosk.